

PAIRED TEXTS
stories that share a
theme or topic

Nonfiction

The History of

HOW CHOCOLATE BECAME AMERICA'S
FAVORITE CANDY TREAT BY LAUREN TARSHIS

It all started with a smell—sweet and delicious. The year was 1893, and Pennsylvania candy maker Milton Hershey was in Chicago, at the Columbian Exposition, a fair featuring new and amazing inventions from around the world. The moment Hershey entered the grand exhibition hall, he was struck by a delectable scent wafting through the air like a heavenly breeze. He tracked its source to a back corner of the hall, where a group of German men were making chocolate.

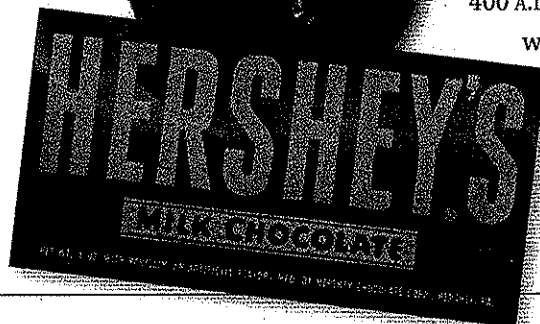
Utterly fascinated, Hershey watched as their machines transformed cacao beans into delicious chocolate candies. The machines roasted, ground, and melted the beans into a hot liquid, or “liquor,” which was poured into molds and cooled.

As the founder of the largest caramel factory in the country, Hershey was already a leading candy maker. But he would soon become convinced that the future of his business was in chocolate.

Who Discovered Chocolate?

Historians aren’t sure exactly when humans discovered that the small, bitter seeds of the cacao plant could be turned into a tasty treat, but they do know that by 400 B.C., the Aztecs, who lived in what is now Mexico, were roasting them. By 400 A.D., the Maya of Central America were drinking a chocolate beverage—cocoa powder mixed with water and spices—and writing about its supposed health benefits. Over the centuries, chocolate

Milton Hershey opened his first candy shop when he was just 18!



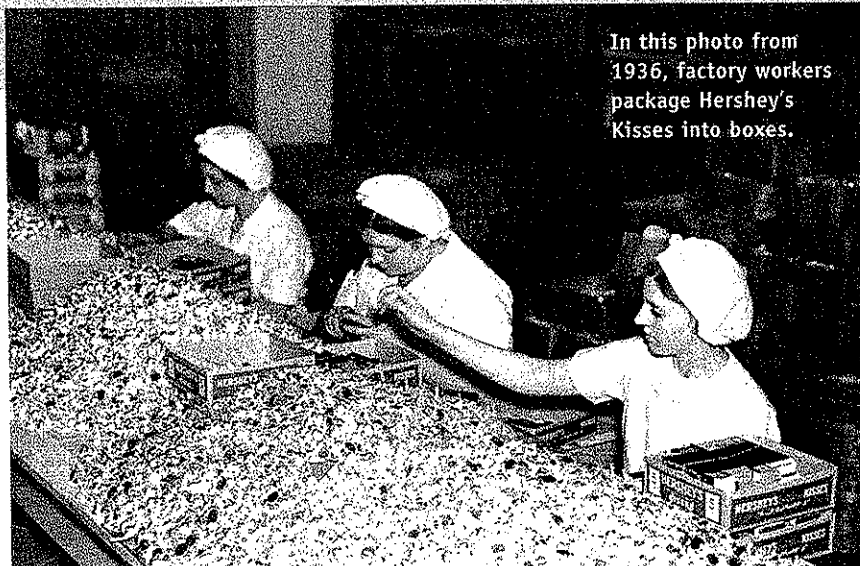
drinks became popular in Europe and the American colonies.

A Candy Country

When Milton Hershey was building his caramel company in the 1880s, solid chocolate wasn't widely available in the U.S. Other types of candy were easier to find, but they were expensive, difficult to produce, and uneven in quality.

At the time, the most popular treats were "penny candies" sold by the piece from large jars. The recipes for many of these sweets came from European immigrants. Italians, for example, were known for hard candies like jawbreakers and fireballs, while Germans specialized in confections made from almond paste and spun sugar. America's first candy makers toiled in tiny home kitchens, but by the 1890s, dozens of large companies like Hershey's were working to satisfy America's sweet tooth.

The invention of a wrapping machine in 1921 led to Kiss production. Before then, each Kiss had to be wrapped by hand!



In this photo from 1936, factory workers package Hershey's Kisses into boxes.

team worked 16-hour days, trying to develop a recipe that worked. Time after time, their experiments ended in oily messes. At last, though, they succeeded.

Hershey believed so strongly in his new recipe that in 1900, he sold his caramel business so he could focus completely on chocolate. He bought 1,200 acres of farmland in Pennsylvania and built the world's biggest chocolate factory. He also bought a

town, which he named Hershey, for his workers and their families. By 1915, his chocolate "nickel bars" were the number-one candy in the nation.

Visitors flocked to Hershey, admiring its tidy streets and impressive factory. But perhaps the town's most special feature was the chocolaty breeze that filled the air—the same heavenly smell that had captivated Milton Hershey decades before.

CHOCOLATE BY THE NUMBERS

60 MILLION
the number of Hershey's Kisses produced at Hershey factories each day

\$7 BILLION
how much Americans spend on chocolate every year

58 MILLION POUNDS
the amount of chocolate candy sold in the U.S. during Valentine's Day week

Hershey bought chocolate-making equipment from the floor of the Columbian Exposition and had it shipped back to his factory in Pennsylvania. He hired two chocolate makers, and soon his company was churning out chocolate candies in more than 100 shapes. His new venture was a success, yet Hershey wasn't satisfied. Yes, his chocolates were tasty, but he wanted to make a chocolate that was lighter and creamier than anything Americans had ever tasted. The secret, he knew, was to add milk. Swiss chocolatiers had been making milk chocolate for years, but their recipes were closely guarded secrets. Hershey would have to figure out how to make it himself.

This was easier said than done. Milk, which is 90 percent water, and cocoa butter, which is mostly oil, separate quickly when mixed. For months, Hershey's

COURTESY OF HERSHEY COMMUNITY ARCHIVES, HERSHEY, PA

COURTESY OF THE HERSHEY COMPANY (REESE'S PIECES); UNIVERSAL/EVERETT COLLECTION (E.T.)

THE MAKING OF A CANDY HIT

How a cute little alien turned a new treat into a star



In the late 1970s, the leaders of the Hershey chocolate company were hungry for a new hit. Hershey's bars were still American favorites, but the company was in fierce competition with Mars, the maker of Milky Way, Snickers, and M&M's. Hershey's executives wanted to create something new.

Unfortunately, it can take years—and tens of millions of dollars—to come up with a product that tastes good, can be produced in huge quantities, and can sit for months on store shelves without getting stale.

Hershey decided to build on the success of its Reese's Peanut Butter Cups. The idea was to create a candy similar to the M&M, but with peanut butter in the center instead of chocolate. It took time to get the recipe right. At first, the oily peanut butter caused the candy shell to become greasy.

Finally, Hershey's scientists created a mixture of peanuts and sugar that was smooth and tasty and remained

neatly sealed inside a thin candy covering. The new treat, Reese's Pieces, was introduced in 1978. Sales were strong at first, but soon sagged. It looked like Hershey's newest candy might be headed for failure.

Then came an offer from Hollywood.

Universal Pictures was creating a new movie about an

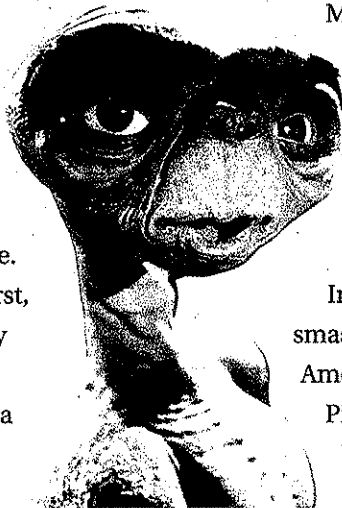
adorable alien—E.T.—who is stranded on Earth. He is befriended by a boy named Elliott, who uses handfuls of candy to lure E.T. into the safety of his home. In the original script, that candy was M&M's. But Mars refused to cooperate, so

Universal offered Hershey the chance to have Reese's Pieces appear in the film.

Hershey executives agonized over the decision. If the movie flopped, the company could be humiliated—and Reese's Pieces might never recover.

In the end, Hershey said yes, the movie was a smash hit, and Reese's Pieces became one of America's most famous candies. Today, Reese's Pieces is one of the best-selling candies in the U.S. For that, Hershey can thank a delicious recipe—and a cute little alien. ●

The lovable E.T., star of the 1982 hit movie *E.T.: The Extra-Terrestrial*



CONTEST

The Recipe for Success Imagine that you are starting your own company. What strategies for success can you find in the articles you just read about the Hershey company? Support your answer with details from "The History of Yum" and "The Making of a Candy Hit." Send your response to **HERSHEY CONTEST**. Five winners will each receive a copy of *The Candymakers* by Wendy Mass. See page 2 for details.

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PAIRED TEXTS: "The History of Yum" and "The Making of a Candy Hit" • SKILL: Reading Comprehension

Paired-Texts Quiz

Directions: Read "The History of Yum" and "The Making of a Candy Hit" or click to view a PDF of the story. Then click the bubble next to the BEST answer for each question below.

1. What is the main purpose of BOTH articles?

- (A) to inform the reader about the history of the Hershey chocolate company
- (B) to teach the reader how to run a candy company
- (C) to persuade the reader to buy Hershey chocolate
- (D) to inform the reader about Reese's Pieces

2. You can conclude that which of the following is a reason for the Hershey Company's success?

- (A) It takes risks.
- (B) It continually offers new products.
- (C) It produces high-quality products.
- (D) all of the above

3. Page 20 says, "America's first candy makers toiled in tiny home kitchens. . . ." Which of the following is a synonym for *toiled*?

- (A) entertained
- (B) labored
- (C) hid
- (D) squeezed into

4. What convinced Milton Hershey that the future of his business was in chocolate?

- (A) His caramel business was struggling.
- (B) He realized that chocolate could be mass-produced to be affordable for Americans.
- (C) He was confident that Americans would like chocolate.
- (D) both B and C

5. Which of the following contains a simile?

- (A) "Dozens of large companies like Hershey's were working to satisfy America's sweet tooth."
- (B) "It looked like Hershey's newest candy might be headed for failure."
- (C) "He was struck by a delectable scent wafting through the air like a heavenly breeze."
- (D) "Hershey watched as their modern machines transformed bitter cacao beans into sweet chocolate candies."

6. The first solid chocolate was produced in the 1850s. Where in "The History of Yum" would it make the most sense to add this information?

- (A) the introduction
- (B) "Who Discovered Chocolate?"
- (C) "A New Venture"
- (D) "Chocolate by the Numbers"

7. The last section of "The History of Yum" is titled "A New Venture." What does *venture* mean?

- (A) kind of candy
- (B) successful business
- (C) recipe
- (D) project or undertaking that is somewhat risky

8. Why did Hershey create Reese's Pieces?

- (A) Hershey wanted to compete with the Mars company.
- (B) Customers were complaining that Reese's Peanut Butter Cups were too big.
- (C) No one was buying chocolate bars anymore.
- (D) Hershey wanted to be involved with movies.

Directions: Type your answers into the text box below each question. Use complete sentences.

9. What kind of person was Milton Hershey? Use supporting evidence from "The History of Yum" and/or "The Making of a Candy Hit" in your answer.

10. What role did the Mars company play in the success of Reese's Pieces?

SAVE AS

START OVER

SCORE

PRINT